

N E W S L E T T E R

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TAKING CARE OF NUMBER ONE

When library boards stop to consider their number one asset, they inevitably realize it is their staff. Unfortunately that doesn't always translate into budgeting enough time or dollars for staff development. Today's management philosophy expects line staff to take on more and more responsibility and decision making. The buzz word is "empowerment" and Nordstrom's, the undisputed leader in good customer service by empowering employees, has set an example that both profit and non-profits nationwide aim to copy.

Libraries, dedicated promoters of life-long learning, often fail to practice what they preach. And what continuing education staff does get is still too often limited to narrowly specific job skills or, worse yet, to simply earning enough credits or points for certification. Learning is a mechanism that allows us to cope with change—and change is something that every library, from smallest to largest, must deal with continually. Staff do need to know specific job skills, but they also need to develop analytical skills too.

A first step (but by no means an only one) might be to send staff to conferences and area workshops. In addition to learning new and different ways to solve problems, these opportunities energize staff and allow individuals to network with colleagues that can help them later. It is to the library's advantage to make sure these experiences are shared once the participant returns to work. This is more than just "sharing the wealth" as it also helps the one imparting the knowledge to assimilate and use it before it gets lost in the midst of daily routine.

Staff development should focus on education, not just training. It should include attitudes and motivation as well as abilities. It should instill pride in the library and encourage risk-taking. It is the risk-taking that is often the hardest concept for old-fashioned managers to embrace. But it is easier (and less risky) for staff to make decisions, to explain policies to customers, to solve problems satisfactorily, if they work in an environment that encourages questioning the old ways and offering creative new ways. Not only does the library improve service in such an atmosphere, but individual staff feel valuable and valued.

Communication is an essential factor—and a skill that can be learned. Sadly, more managers err on the side of sharing too little information than too much. The more staff know, the better decisions they can make. It is easier to understand library policies and rules if one knows *why* they exist. It also gives staff confidence when explaining them.

Staff meetings are an excellent vehicle for communicating the same information to everyone. They also allow discussion, creative thinking, and group problem solving. Such meetings provide yet another opportunity for staff to learn about colleagues' work. Each person needs to understand how his/her job fits into the overall operation of the library to fully understand how the purpose and mission of the public library is served.

Staff is the most important resource of the library and offers the best potential for improvement. It is in everyone's best interest to invest in their development.

--adapted from Public Libraries July-August 1999 issue

NEW POSITION

As part of the Kentucky Department for Libraries and Archives (KDLA) Field Services Division's strategic planning efforts, a new position has been created and filled to help public library development. This position is a second Children and Youth Services Consultant, working with Carol Baughman, and is held by Suzanne (Susie) Crowder.

Susie comes to KDLA after serving as the Youth Services Librarian in Marion County and as Bookmobile Librarian in Mason County. She has a strong background in public service and has presented programs at PLS in Lexington and at the Summer Reading Workshops in Frankfort. Susie has a bachelor's degree from Campbellsville University and anticipates completing her MLS from UK in the immediate future.

Carol and Susie also have a new secretary, Maria Browning, in the position formerly held by Beverly Mitchell. All three may be reached at 502.564.8300, extension #287.

INTRODUCING KYAC

One of the first "jobs" Susie Crowder undertook upon joining the KDLA staff was to set up and monitor a new mailing list. Beginning July 3, 2000, KYAC is a discussion list devoted to Kentucky's public librarians serving children and youth. By using this list, individuals from around the state have the chance to share ideas, voice concerns, receive news, announce job postings, and make valuable contacts all through e-mail. In addition to children's librarians, library directors and other library personnel interested are encouraged to participate. Now venturing into its second month, KYAC already boasts a solid membership and receives messages relating to the Summer Reading Program, cooperative programming, and programming ideas just to name a few.



DON'T SAY "LISTSERV"

The word "listserv" is a registered trademark of L-Soft International, Inc. The company has contacted the American Library Association (ALA) with a reminder that the term should be deleted wherever it is used, and replaced with "mailing list" or "announcements service." ALA is suggesting that libraries review web files, instruction sheets, etc. to change all references from "listserv" to "list," or "distribution list" in order to avoid a potential legal issue.

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Serving Kentucky's Need to Know



An agency of the Education, Arts & Humanities Cabinet

BASIC CHILDREN'S MAGAZINES

The new tenth edition of *Magazines for Libraries*, edited by Bill and Linda Katz lists these 21 magazines as basic ones for children through age fourteen:

American Girl
Appleseeds
Boy's Life
Calliope
Click
Cobblestone
Cricket
Faces
Footsteps
Highlights for Children
Ladybug
Muse
National Geographic World
New Moon
Odyssey
Ranger Rick
Soccer Jr.
Spider
Stone Soup
3-2-1 Contact
Zillions

INCLUDE YOUR CHILD

The U.S. Department of Education's Office of Educational Research and Improvement has a free publication, *Including Your Child*. It covers the first eight years of a child's life and focuses on those with special needs who qualify for evaluation under the Individuals with Disabilities Education Act (IDEA). A colorful, poster-size Developmental Progress Chart is included with the booklet. To request a copy, call the toll-free number 1.877.433.7827 or place an order online at <<http://www.ed.gov/pubs/edpubs.html>>.

HARRY POTTER PARTY

The Hudson (WI) Public Library hosted a very successful H P pizza party for fifth graders. Highlights included sorting the children into houses, playing a rousing game of "Quizzitch," and holding a House wand contest. Find more Harry Potter games and ideas at <www.scholastic.com/harrypotter>.

YALSA BOOK GIVEAWAY

The Young Adult Library Services Association (YALSA), a division of ALA, is giving away a ton of books to the lucky winner of the Great Book Giveaway. Applicants must be individual members of ALA/YALSA. Deadline is December 1, 2000.

Audiotapes, videos, and CDs received by ALA for review during the year are also included in the collection. The value of the entire collection is estimated at \$25,000. The winner must take all of the collection and pay shipping charges.

Applicants must explain why this collection is needed in their community and library and how it will help them better serve the young adults in their community. They must also demonstrate their library's commitment to intellectual freedom and equity of access by submitting an up-to-date, board-approved collection development policy that includes a selection policy and a procedure for handling challenges to the library's resources.

Application forms including criteria and guidelines are available on the YALSA web site at <www.ala.org/yalsa> or by calling Fax-On-Demand at 800.545.2433, press 8, and request document 890.

ONE OF THE SEVEN WONDERS!

In the Sierra Club's *Seven Wonders: Everyday Things for a Healthy Planet*, author John Ryan declares that the public library is one of the seven "sustainable wonders...not of monuments to past achievements or technologies, but tools to help us live."



The bicycle, ceiling fan, clothesline, and ladybug are others on the list. They all help us "rein in our economy's plunder of the planet's natural resources.... The average North American library lends out 100,000 books a year but buys fewer than 5,000, saving nearly 50 tons of paper and 250 tons of greenhouse gas emissions."

-- from Library Hotline, January 31, 2000

BILINGUAL HEALTH

A Spanish language edition of a consumer health book published by the Mayo Clinic is a purchase some libraries may want to consider. *Clinica Mayo Guia de Autocuidados, Respuestas para los Problemas Diarios de la Salud* (0-9627-8659-4) provides information on 150 common medical conditions and health related issues for the layperson. It is divided into eight main categories and is further subdivided by specific topics. Illustrations, charts, and tables are highlighted to make reading easier. The material is written at a seventh grade reading level using an "armchair" style presentation. An English language version is also available (0-9627-8657-8).

LATINO PERIODICAL

A national magazine, *el Andar*, covers political and cultural trends in the U.S. Latino community. Its mission is to provide information, images, and opinions that readers need to create an intelligent and successful community. Founded by students in 1989, *el Andar* was originally a California publication focusing on Latino arts, culture, and news. Its premiere issue in a new national format was published earlier this year. It has received several awards and was "highly recommended" for public libraries in the September 15, 1999 issue of *Library Journal*.

To learn more about *el Andar*, visit their web site at <www.elandar.com>. It is a bilingual quarterly publication for \$18 per year.

-- from El Nopal Newsletter, May 2000

CHRISTIAN BOOK AWARD

In honor of novelist Catherine Marshall's most popular character, the Christy Awards have been established by Bethany House Publishers, in order to promote excellence in Christian fiction. These first honorees were named on July 7, and their books will be promoted in the fall of 2000:

<i>A New Song</i>	Jan Karon
<i>By Dawn's Early Light</i>	Grant R Jeffrey & Angela Elwell Hunt
<i>Out of the Red Shadow</i>	Anne deGraaf
<i>The Meeting Place</i>	Janette Oak & T Davis Bunn
<i>Whispers from Yesterday</i>	Robin Hatcher
<i>Final Witness</i>	James Scott Bell

BID MINIMUM RAISED

Laws created by this year's session of the General Assembly went into effect in July.

One that is important to public libraries is HB 249, which amends KRS 424.260 to increase from \$10,000 to \$20,000 the minimum expenditure above which bids are required to be advertised.

E-GIVING TO THE LIBRARY

Looking for a new and very modern way to raise money or buy books for the library?

Maybe signing on with a charitable Web site is the answer. Here's one example:

MyCause donates between 2% and 12% of purchase price to the consumer's cause of choice selected from a database of 275,000 organizations. The site boasts "registration-free" online shopping and doesn't ask for a shopper's credit card number or name. (The online merchant takes care of that.) Over the Christmas holiday season, MyCause introduced a special gift registry, enabling a customer to create a wish list at Amazon.com. Any purchases made by friends and family resulted in a contribution to the registrant's charity of choice. MyCause can be viewed, and more details found, at <www.MyCause.com>.

"The Jail Library: Where the Books Circulate but the Users Don't"

-- Title of an article in Librarians Collection Letter, 1996

PLANNING FOR EVENTS AHEAD

Don't forget the following special events and dates for library related activities:

- August 7** *Managing Library Building Projects* workshop @ Embassy Suites, Lexington
- August 15** Annual Reports due to Regional Office
- September** *Library Card Sign-Up Month*
- September 6** *How to Write a Marketing Plan* workshop @ Lexington
- September 7** *How to Write a Marketing Plan* workshop @ Bowling Green
- September 8** *International Literacy Day*
- September 20-22** *Widening Circles V* conference @ Lake Cumberland S P
- September 23-30** *Banned Books Week*
- October 4** Support Staff Symposium @ Cincinnati

SCARED TRUST

Many consumers in our markets now believe that information is free, that everything's on the Web, and that physical access to any information of value is now possible from home in their pajamas. The role of marketing, and the sacred trust of professional librarians, is that we must begin to introduce the truth about this situation to our users. If we don't, we run the risk of allowing a massively transformational technology like the Web to actually decrease intelligence in society. We run the risk of encouraging the new Dark Ages.

-- from Currents newsletter

COUNTY FAIR IDEAS

Does the library take advantage of the county fair or other festivals to advertise itself? If not, consider some of these ideas:

Set up a “die-cut” machine (like the ellison) for passer-bys to make items.

Play with puppets and let kids play, too.

Create a storytime nook with a rocking chair, rug, and a basket of books to read aloud.

Provide water, fans, and a place to sit down.

Sponsor a “Create a Bookmark” contest.

Invite library trustees to staff the booth or bookmobile and greet visitors.

Give away cheap freebies—bookmarks are always a good item, but be creative....

Sign up new cardholders.

Hook up a computer with software for people to use.

Provide activity sheets for kids: word searches, mazes, etc. If you provide coloring pages, remember copyright and crayons.

Sponsor a guessing contest: how many candies in the jar, etc.

If you have access to a badge machine, let kids design and make their own buttons.

-- from Rural Libraries Services Newsletter, March/April 2000

OOPS, OUR SLIP IS SHOWING!

In the last issue of Kentucky Public Library Newsletter, Betty Jo Lykin of Magoffin County was accidentally left off the list of trustees receiving KLTA scholarships to PLS.

‘CROSS THE COMMONWEALTH



All across the Commonwealth public libraries and librarians are doing remarkable things that deserve the recognition of their colleagues. This column attempts to highlight some of these. Requests for additional items are continually solicited.

Laurel County Public Library raised their tax rate from 2.08 to 5.0 with a petition that began March 1st and ended May 25th.

Nationwide, 75 libraries were chosen by ALA to host the *Go Figure!* traveling math exhibit and the **Scott County Public Library** was the only one from Kentucky.

The **William B Harlan Memorial Library** (Monroe Co) recently raised \$16,000 for a new bookmobile through a combination of letters requesting donations and raffles on a basket of books and a set of Beanie Babies.

The **Fulton County Public Library** was awarded \$1,050 from the Libri Foundation for the purchase of quality children’s books. A small “match” of local dollars is required and the **Friends of the Library** donated \$350 toward this project.

The **Shelby County Friends of the Library** donated \$5,000 towards the purchase of a new digital microfilm reader/printer for use in the library’s Kentucky Room.

Six libraries were awarded 2001 Outreach vehicles from KDLA. Receiving bookmobiles are: **Clay Co P L**, **Fulton Co P L**, **Lawrence Co P L**, and **Lewis Co P L**. **Paul Sawyier (Franklin Co) P L** will receive an outreach vehicle and **Grayson Co P L** will receive the pilot project bookmobile/cybermobile.

FALL LIBRARY CLASSES

The Lexington Community College, through the Kentucky Commonwealth Virtual University, will offer five classes via the Internet for the fall 2000 semester. Each class will earn 3 undergraduate credit hours that will count towards a paraprofessional or library experience certificate. Registration fees will be \$222 per class and information was sent out in June by LCC. Registration will also be announced on the web site for KCVU <www.kcvu.org>.

LB 115-201	Introduction to Reference Services
LB 143-201	Library Services for Children
LB 145-201	Library Services for Young Adults
LB 147-202	Adult Services & Literature for Library Personnel
LB 299-201	Special Topics in Librarianship: Kentucky Appalachian Literature

GOOD IDEAS TO STEAL

The Jefferson County (CO) Public Library presented a free series of talks on elder law issues that included the following topics:

- Living Wills and Powers of Attorney
- Long-Term Care
- Medical Directives
- Wills and Trusts

The Duluth (MN) Public Library, which serves a population of 85,000, runs a series of public lectures from September through May, using experts from the community who volunteer their time. The most popular lectures have been by master gardeners. The mission of the lectures is to highlight an area of the library's collection, providing entertainment and information that appeals to a broad general audience.

PET MEMORIAL

The Friends of the Kenton County Public Library have initiated a Pet Memorial Fund as a lasting way of remembering a beloved pet. Donations of \$10 or more will be used to purchase books or videos about pets and pet care. Each item will be specially marked with a gift plate inscribed with the name of the pet and the donor.

PURR-SONALITIES RAISE \$\$

More than 40 lovely cats vied for the coveted titles of "Mr and Miss Catsopolis" in the Cassopolis (MI) Library's second annual fund-raising contest. People entering cats provided a feline biography and photograph, along with a \$1 registration fee. Vital statistics (height, weight, hair color, etc.) were listed and each cat had to "answer" such questions as "How would you improve the lives of cats worldwide?" Votes were cast at the library at 10 cents each. A total of 28,244 votes raised a total of \$2,824.40. Proceeds were split between the library's children's department and the Feline Rescue Center. The library plans to continue the fundraiser and choose a different animal rescue or shelter each year to share the proceeds.

Locally, Carmichael's Bookstore in Louisville sponsors a *Dog Days of Summer* contest along with displays of books on dogs and pet care.

As voted by *Book* magazine's staff, the best novel of the second millennium was *Moby Dick*.

LIBRARY TRIVIA CORNER

Several Carnegie libraries, built at the turn of the century, had auditoriums and even boxing rings to attract patrons “and distract them from trade unionism.”

In addition to the many documented horrors perpetrated by Pol Pot and the Khmer Rouge in the 1970s, Cambodia also saw most of the librarians and teachers in the country put to death, tens of thousands of books burned, and its national library used as a pigsty.

Egyptian papyrus, 4,500 years old, is still legible today while magnetic tape may be unreadable within 30 years of production.

Q. What does Hagrid use on the 18th hole of the Hogwarts Golf Course?

A. His Harry Putter

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